

DAFTAR PUSTAKA

- Annisa, N. (2022). *ANALISIS STRATEGI REBRANDING PUBLIC RELATIONS PEMERINTAHAN PROTOKOL DAN KOMUNIKASI PIMPINAN KABUPATEN PURWAKARTA*. Telkom University.
- Araujo, T., & Neijens, P. (2012). Friend me: which factors influence top global brands participation in social network sites. *Internet Research*, 22(5), 626–640. <https://doi.org/10.1108/10662241211271581>
- B POM RI. (2019). *PERATURAN BADAN PENGAWAS OBAT DAN MAKANAN NOMOR 23 TAHUN 2019*. Pom.Go.Id.
- Chalil, R. D. , S. J. d. , U. Z. , & H. A. (2020). *Brand Islamic Branding & Rebranding*. RajaGrafindo Persada.
- Deutsch, M., & Gerard, H. B. (1955). A study of normative and informational social influences upon individual judgment. *The Journal of Abnormal and Social Psychology*, 51(3), 629–636. <https://doi.org/10.1037/h0046408>
- FAUZIA, K. (2021). *PENGARUH TERPAAN PESAN DIGITAL KEY OPINION LEADERS TERHADAP CITRA MEREK PERUSAHAAN FOTOGRAFI MUSLIM ASPHERICA*. Telkom University.
- Firmansyah, A. (2020). *Komunikasi Pemasaran*. CV. Penerbit Qiara Media.
- George E. Belch, M. A. B. (2017). *Advertising and Promotions: An Integrated Marketing Communications Perspective*. McGraw-Hill Education.
- Goldblatt, Joe. (2008). *Special Events: Twenty-First Century Global Event Management (The Wiley Event Management Series)* (Third edition). John Wiley dan Sons.
- Goodstats. (2022). *7 Merek Kosmetik Lokal Paling Banyak Digunakan di Indonesia 2022*. Goodstast.Id.
- Hidayat, A. A. (2022). *Strategi Marketing Public Relations PT. Airlangga Global Traveling dalam Mempertahankan Eksistensi Perusahaan di Masa Pandemi Covid-19. (Public Relations Marketing Strategy PT. Airlangga Global Traveling in Maintaining The Existence of The Company in The Time of The Covid-19 Pandemic)*. Universitas 17 agustus 1945.
- Hoyle, L. H. (2006). *Marketing Event*. PPM.

- Huhn, R., Brantes Ferreira, J., Sabino de Freitas, A., & Leão, F. (2018). The effects of social media opinion leaders' recommendations on followers' intention to buy. *Review of Business Management*, 20(1), 57–73. <https://doi.org/10.7819/rbgn.v20i1.3678>
- Katz, E. (1957). The two-step flow of communication: An up-to-date report on an hypothesis. . *Public Opinion Quarterly*.
- Keller, K. L. (2003). *Strategic brand management: Building, measuring, and managing brand equity (2nd ed.)*. Prentice-Hall, Inc.
- Kotler, P. & K. K. L. (2012). *Manajemen Pemasaran Jilid I Edisi ke 12*. . Erlangga.
- Kusuma, E. (2017). *Pengaruh Special Event terhadap Brand Image BerryBenka: Survei pada Event Social Club Wall Street English oleh BerryBenka*.
- Morrison. (2015). *Periklanan Komunikasi Pemasaran Terpadu (Pertama)*. . PRENADAMEDIA GROUP.
- Rahmadi. (2011). *Pengantar Metodologi Penelitian*. . In Antasari Press.
- Rogers, E. M. (2003). Diffusion of Innovations. *Fifth Edition*. Free Press: New York. .
- Setiadi, N. J. (2003). *Perilaku Konsumen: konsep dan implikasi untuk Strategi dan Penelitian Pemasaran*. Prenada Media.
- Sugiyono. (2013). *METODE PENELITIAN KUANTITATIF, KUALITATIF, DAN R&D (19th ed.)*.
- Wei, P.-S., & Lu, H.-P. (2013). An examination of the celebrity endorsements and online customer reviews influence female consumers' shopping behavior. *Computers in Human Behavior*, 29(1), 193–201. <https://doi.org/10.1016/j.chb.2012.08.005>
- Wijaya, S. B. (2013). Dimensions of Brand Image: A Conceptual Review from the Perspective of Brand Communication. *European Journal of Business and Management*, , 5, 55–65.